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THE IMPORTANCE OF FOREIGN LANGUAGE IN ENSURING EFFECTIVE COMMUNICATION IN INTERNATIONAL BUSINESS

In the contemporary world, where globalization becomes an increasingly tangible reality, a foreign language serves not only as a communicative tool but also as a crucial factor defining competitiveness in international business. The ability to communicate effectively, not only in words but also through the lens of various cultural contexts, emerges as the key to success in the global economic environment. In this context, it is essential to explore various aspects of the impact of a foreign language on international business, ranging from market expansion and relationship building to the implementation of innovations and risk reduction. Let's delve deeper into this issue, unveiling the key facets that make proficiency in foreign languages a strategic asset in the modern international business landscape.

Intercultural Interaction: Proficiency in a foreign language facilitates understanding between representatives of different cultures. Communication takes place not only at the level of words but also involves an understanding of cultural nuances, making communication more effective in international business.

Market Expansion: Knowledge of foreign languages opens doors to new markets and audiences. Clients are more willing to engage with businesses that show an interest in their culture and language, which is a key factor in successful business expansion.

Avoiding Misunderstandings: Misunderstandings can lead to conflicts and losses. Proficiency in a foreign language helps avoid misunderstandings in communication, especially in complex international negotiations and agreements.

Relationship Building: Language competency helps create a positive impression and opens doors to building relationships. The ability to communicate in a partner's native language enhances trust levels and promotes collaborative initiatives.

Flexibility and Adaptation: Multilingualism makes a business partner more flexible and adaptive to various situations. This is particularly crucial in a rapidly changing world and business environment.

Competitive Advantage: Companies and professionals proficient in foreign languages become more attractive to potential clients and employers. This creates a competitive edge in the market and contributes to personal and professional growth.

Enhanced Communication Effectiveness: Correct and precise use of a foreign language reduces the risk of misinterpretation. Effective communication becomes the foundation for successful collaboration and achieving common goals in international business.

International Reputation: Companies actively utilizing foreign languages in their operations brand themselves as globally oriented and open to collaboration. This contributes to building a positive international reputation and attracting new opportunities.

Transnational Teams: Collaboration in transnational teams is often necessary in today's business environment. Shared language proficiency facilitates effective interaction in such teams, leading to high-performance outcomes.

Risk Mitigation: Foreign language proficiency helps avoid language-related misunderstandings, reducing the likelihood of errors in business processes. This allows for risk reduction and ensures stability in international relations.

Multilingual Marketing Strategy: Multilingualism enhances marketing strategies. Adapting marketing materials to different languages increases their relevance and effectiveness for a diverse target audience, contributing to the success of global marketing campaigns.

Effective Use of Technology and Communication Tools: Proficiency in foreign languages facilitates the efficient utilization of modern technologies and communication tools. This enables enterprises to implement new technologies and communicate with clients and partners in the context of a global virtual community.

Supporting a Global Corporate Culture: Proficiency in different languages contributes to the creation of a global corporate culture. This involves a shared understanding of the company's values, mission, and strategies at all levels.

In conclusion, foreign language proves to be not merely a tool for communication but a true key to success in global business. It enables enterprises to expand their horizons into new markets, build resilient relationships with partners and clients, foster innovation, and effectively manage risks. The ability to adapt to diverse linguistic and cultural contexts becomes a strategic advantage, assisting businesses in transcending national boundaries and achieving success in the realm of global competition. Therefore, a foreign language defines not only the quality of communication but also the entire spectrum of opportunities and achievements in international business, making it an integral component of a successful strategy in the global economic landscape.

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LANGUAGE SKILLS AS A PRECONDITION OF TRAINING COMPETITIVE IT SPECIALISTS

At present time, it is difficult to be a competitive specialist in the global workforce market without possessing a high level of a foreign language. The processes of globalization and the development of the advanced technologies affect almost all branches of enterprises both in our country and abroad and impose increasingly strict requirements on future specialists from their potential employers. As a result, more attention is paid to the study of foreign languages in educational institutions of any level: both in schools and technical colleges, as well as in universities.